

News Release



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Response to Bazaar del Mundo Trademark Issue

State Parks Protects Historic Place Names

SAN DIEGO – California State Parks today said it would fight a lawsuit filed in San Diego by a private company claiming that the names of two historic sites within Old Town San Diego State Historic Park belong to it, and not to the people of California.

At issue are the names of Casa de Bandini and Casa de Pico, a registered historical landmark and a recognized archaeological site, respectively, within Old Town San Diego Historic Park. Bazaar del Mundo, a private concession company that leases the sites from State Parks for profit, filed suit saying the names belong to it, and no longer to the public.

State Parks maintains that the names, which are derived from the original owners of the historic properties, belong to the public.

In fact, in a letter to Bazaar del Mundo dated just this past Sept. 30, 2003, State Parks explained the significance of the historic names, and notified the company that the names belonged to the people of California:

“With respect to the names ‘Casa de Bandini’ and ‘Casa de Pico,’ these are federally and state registered historic and/or archeological sites belonging to DPR (Department of Parks and Recreation); named for the historically accurate owners of the sites,” the letter said. “These historic names and registrations predated Bazaar del Mundo’s contract to do business on the properties. Further, while Bazaar del Mundo, Inc., may have registered such names as trademarks as a concessionaire and licensee under contract with DPR, DPR has continuously used the names as historic sites and DPR source indicators for educational, interpretive, and commercial purposes for well over thirty (30) years.”

The California State Parks system includes 47 historic parks, 3,000 historic buildings and an estimated 10,000 archaeological sites. Hundreds of thousands of school children visit the historic sites every year.

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